

**African American**  
Quit Line Data Summary  
July 1 - September 30, 2002

	<b>African Amer.</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 198</b>	<b>N = 3,906</b>
<b>Percent of Statewide Calls</b>	6.7%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.2%	100.0%

  

	<b>African Am. %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 197</b>	<b>N = 3,543</b>
Female	56.9%	61.4%
Male	43.1%	38.6%
<b>Race/Ethnicity</b>	<b>N = 198</b>	<b>N = 2,967</b>
African American	100.0%	6.7%
<b>Age</b>	<b>N = 195</b>	<b>N = 3,091</b>
Less than 18 years old	2.6%	2.0%
18 - 24 years old	10.8%	14.9%
25 - 34 years old	25.6%	22.9%
35 - 44 years old	29.2%	25.8%
45 years and older	31.8%	34.3%
<b>Education</b>	<b>N = 192</b>	<b>N = 3,038</b>
Did not graduate high school	18.2%	16.6%
High school graduate	29.2%	31.8%
Some college/vocational school	38.5%	38.6%
College graduate	14.1%	13.0%
<b>Caller Type</b>	<b>N = 191</b>	<b>N = 3,409</b>
General Information	3.1%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	96.9%	83.9%
<b>Payer Type</b>	<b>N = 157</b>	<b>N = 2,235</b>
Insured	42.0%	43.4%
Uninsured	26.8%	23.8%
Medicaid	31.2%	32.7%
<b>Heard About</b>	<b>N = 176</b>	<b>N = 2,881</b>
Past caller	14.8%	17.4%
Employer/worksites	0.6%	0.7%
Health care provider	19.3%	19.6%
Television	19.3%	23.9%
Outdoor advertisement (billboard/bus/wall)	6.8%	7.0%
Targeted mailing	1.7%	0.6%
Great Start	1.1%	0.3%
Radio	11.9%	1.9%
Newspaper/Magazine	1.1%	1.1%
Brochure/Newsletter	4.5%	4.9%
Family or friend	14.8%	18.8%
Health Department	4.0%	3.0%
School	0.0%	0.6%